[11 / 2026 · ISSUE 02]

More moments to eat.

Bakery, pastry & foodservice intelligence

October 2026 review • Issued 3 November 2026



A-1 Bakery's October collection, Hong Kong. Official campaign image. [3]

Snacking gets more interesting.

Dessert flavours travel into everyday cakes and drinks. Savoury breads offer another reason to visit the bakery. And a 60 cm egg tart reminds us that convenience can also mean bringing something to share.

INSIDE

Malaysia's snack cakes / Hong Kong's filled breads / China's dessert drinks / Korea & Taiwan / SIAL / 2027 watchlist

[THE MONTH IN PERSPECTIVE]

Convenience is a format. Pleasure gives it a reason.

Our editorial reading of October's launches and professional signals: design around the eating occasion, then give the product a flavour or texture worth returning for.

01 Familiar desserts, easier to buy

Massimo translates tiramisu into a packaged cake; HEYTEA gives an existing sticky-rice drink a new international campaign. [2,4]

02 Bakery can carry a meal

A-1's miso-meat-and-egg bun puts a savoury combination inside an everyday bread format. [3]

03 Portion size follows the occasion

A single bun and a long sharing tart answer different needs. Smaller is one option, not the whole story. [6,7]

What the SIAL shortlist analysis tells us

Share of 271 selected innovations carrying each theme as a primary or secondary code. Categories overlap.



IntoTheMinds, p.16. Convenience ranks second as a primary theme (17.3%), first in total presence (42.1%). This is an innovation sample, not a consumer-demand or sales ranking. [1]

[1] IntoTheMinds | SIAL Innovation 2026 · [2] Massimo snack cakes | Mini Me Insights · [3] A-1 Bakery | Autumn bread collection · [4] HEYTEA | LISA global collaboration · [6] Paris Baguette | Buckwheat red-bean bun · [7] 85°C | 60 cm egg tart

[MALAYSIA · REPORTED OCTOBER]

Dessert flavours enter the everyday snack cake.





Massimo Bread campaign photographs, reproduced by Mini Me Insights. [2]

Tiramisu, without the dessert plate

Burossa Tiramisu uses coffee and creamy tiramisu notes in a soft snack cake. Mini Me Insights reported the launch on 11 October; the exact first-sale date was not given.

Banana gets a malted twist

BANANANINO Malted Banana Cake pairs banana with malt in another soft, convenient format. The two products make familiar flavours available for everyday snacking.

HUNGRY AT MIDNIGHT TAKE

For a bakery counter, test a recognisable dessert flavour in a portable cake. The challenge is preserving its identity through aroma and texture while making the portion easy to pack and eat.

[2] Massimo snack cakes | Mini Me Insights

[HONG KONG · LAUNCH 5 OCTOBER]

A savoury reason to visit the bakery.



A-1 Bakery official autumn campaign. The five-product assortment mixes sweet and savoury. [3]

Miso, meat, egg and cheese

A-1's Shinshu Miso Minced Meat Egg Bun combines miso-seasoned Kagoshima pork, half an egg and cheese in soft French-style bread. Advertised price: HK$20.

Mushroom sauce, made portable

The Creamy Mushroom & Bacon Bun uses sesame-coated bread with bacon, mushrooms and Japanese mushroom white sauce. Advertised price: HK$20.

THE MENU OPPORTUNITY

Offer a savoury option substantial enough for a light meal alongside the sweet range. Test how well the filling stays in place and how the bread eats after packing; the visual promise needs to survive the journey.

[3] A-1 Bakery | Autumn bread collection

[CHINA / THAILAND / INTERNATIONAL]

A Thai dessert travels through a Chinese tea brand.



LISA × HEYTEA official campaign image via PR Newswire. [4]

New campaign. Established drink.

On 15 October, HEYTEA announced its LISA collaboration across participating stores in mainland China, Hong Kong, Macao and international markets. The mango-coconut slush contains mango pieces and coconut sticky rice prepared with Thai long-grain rice.

The brand says the drink first appeared in China in 2021. September's Bangkok visit and October's campaign extend an existing seasonal product; they do not establish a new invention or sales breakthrough.

Our application: retain a familiar dessert's defining chew or crunch when moving it into a new format. Flavour alone may not carry the full memory.

[4] HEYTEA | LISA global collaboration

[KOREA + TAIWAN · TWO DIFFERENT OCCASIONS]

One familiar format. Two ways to rethink it.



Paris Baguette, official product image. [6]



85°C photo via its TVBS reprint. [7]

KOREA / SEPTEMBER CARRYOVER

A red-bean bun with a specific proposition

Paris Baguette's buckwheat red-bean bun belongs to the Paran Label campaign starting 30 September. Its red-bean filling includes roasted walnuts. The brand lists 2 g sugar per 85 g bun and markets it as low sugar. [5,6]

Our reading: a familiar product makes an ingredient-led proposition easier to understand. Low sugar is not the same as low GI.

TAIWAN / LAUNCH 19 OCTOBER

The egg tart becomes a sharing occasion

85°C announced an approximately 60 cm egg tart for its Taiwan bakery outlets, using laminated Danish pastry around an egg-custard filling. The advertised promotional price was NT$158. [7]

Our reading: an oversized format can simplify office or family sharing. Plan the box, cutting and clean serving as carefully as the bake.

[5] Paris Baguette | Paran Label promotion · [6] Paris Baguette | Buckwheat red-bean bun · [7] 85°C | 60 cm egg tart

[WORLDWIDE · SIAL + CRAFT CONTEXT]

Snacking crosses traditional categories.

From a dessert to an occasion



Gioya dessert cans. Photo © Gioya, from the supplied September Journal des Pâtissiers feature. Established reference. [9]

Gioya's can-style desserts show how packaging can help a pastry travel. This is useful background from September's professional coverage, rather than an October launch. [9]

October's SIAL signals

SIAL selected Patislove's yoghurt-coated fruit bites for its Functional Food & Nutraceutical category award. The organiser lists an October French launch. Its "three-biotic" positioning is a product claim, not a health outcome established here. [8]

Another category winner, Chef Seasons' aged-soy flakes, turns a liquid seasoning into a textured finishing ingredient. [8]

A PRACTICAL QUESTION FOR PRODUCT DEVELOPMENT

What changes when the product is eaten away from a table? Consider the container, utensil, filling stability and texture at the moment of eating. Convenience is useful only if the experience still feels complete.

[8] SIAL | 2026 category innovations · [9] Le Journal des Pâtissiers no.531

[2027 WATCHLIST · US RETAILER FORECAST]

What Whole Foods expects next.



Whole Foods Market's forecast product assortment. Official photograph. [10]

Eight themes to watch

Provenance
Ingredients with a clear place of origin.

Beauty positioning
Food marketed around skin and wellness.

Japanese comfort food
US interest in milk bread and familiar Japanese meals.

Dish reinvention
Recognisable dishes appearing in different formats.

Shorter labels
Simpler ingredient lists.

Bitter flavours
More complex chocolate, drinks and herbal profiles.

Waste reduction
Upcycled ingredients and circular approaches.

Legumes
Beans in snacks and convenient meals.

Our priority: use these as research questions for Asian menus. An American retail forecast is not evidence that the same products are newly emerging in Asia.

[10] Whole Foods Market | 2027 predictions · [11] Whole Foods | Forecast announcement

[CRAFT INSPIRATION + INDUSTRY DIARY]

An ingredient story you can taste.



Tristan Rousselot's Madagascar Driftwood. Photo via So Good / Prova Gourmet. [12]

The holiday log returns to its roots

Rousselot's wood-like Yule log brings together Madagascar vanilla, pepper and single-origin chocolate. Caramel mousse, chocolate crémeux and cocoa-nib crunch create the contrast beneath its sculpted exterior. This is chef inspiration, not a consumer-demand ranking. [12]

Trade diary / where to look next

17-21 OCT	**SIAL Paris / just held** Paris Nord Villepinte. Its bakery and street-food programme puts snacking in a foodservice setting. [13]
2-5 NOV	**EquipHotel / underway** Paris Porte de Versailles. Our focus: hotel breakfast, display and service efficiency. [14]
11-14 NOV	**Seoul Cafe Show / upcoming** COEX. Our focus: bakery-drink pairings, dessert formats and practical café applications. [15]

[HUNGRY AT MIDNIGHT · DEVELOPMENT PROPOSALS]

Three ideas for the test kitchen.

These are our development proposals, inspired by the issue. They are not launched products or tested recipes.

01 A savoury bakery lunch

Prototype a mushroom-and-cheese bun in one manageable portion. Compare a morning and lunchtime service window.

TEST: Measure filling leakage, reheated texture, assembly time, ingredient cost and unsold portions.

02 A dessert-inspired travel cake

Choose one signature dessert and translate its recognisable flavour into an individual cake. Start with one finish rather than a long topping list.

TEST: Test aroma, moisture, packaging contact, yield and eating quality over the intended selling period.

03 One recipe, two occasions

Develop a custard tart as both an individual snack and a sharing format, with clear serving guidance.

TEST: Compare bake consistency, clean cutting, box cost and waste before expanding the range.

Keep watching established formats

Cheeseboard pies, butter tteok and dot cakes remain part of our baseline. This scan does not establish a new October surge or a decline in them. Revisit when there is a material change in adoption or execution.

[MARKET NOTES · APPENDIX]

Across the region

Selected evidence and additional leads. Dates refer to the source or stated launch; they are not automatically first-ever appearances.

Singapore	October café coverage: Fieldnotes combines desserts with brunch and pasta; HONE offers sourdough shio pan. Menu observations. [16]
Malaysia	Massimo tiramisu and malted-banana snack cakes reported 11 October. [2]
Thailand	HEYTEA's Thai-dessert inspiration enters a 15 October global campaign; September Bangkok context. [4]
Indonesia	Scanned; no sufficiently substantiated October product story selected for this edition.
Vietnam	Orion C'est BON! garlic-butter baguette packaging refresh reported 10 October. Established product updated. [17]
Philippines	Standard Bread's SM Megamall opening was announced for 28 October. Expansion lead; operating status not independently confirmed. [18]
South Korea	Paran Label buckwheat bread campaign began 30 September and continues through October. [5,6]
Mainland China	HEYTEA's international campaign draws on a drink first introduced in China in 2021, according to the brand. [4]
Taiwan	85°C's 60 cm egg tart announced 16 October for availability from 19 October. [7]
Hong Kong	A-1's autumn collection launched 5 October; HEYTEA campaign includes participating Hong Kong stores. [3,4]

A gap in this edition is not an absence of market activity. No comparable time series supports a "cooling" claim or a ranked list of viral products this month.

[SOURCES / 1 OF 2]

Read further

Click a source title to open it. Research checked 3 November 2026. Product availability and promotions can change.

[1] IntoTheMinds | SIAL Innovation 2026

October 2026; supplied PDF, pp.8-10,16-17. Analysis of 271 selected products, not all market launches.

[2] Massimo snack cakes | Mini Me Insights

11 Oct 2026. Tan Heng Hong; product images credited to Massimo Bread. Exact launch day not stated.

[3] A-1 Bakery | Autumn bread collection

5 Oct 2026. Original Traditional Chinese announcement; advertised prices in HKD.

[4] HEYTEA | LISA global collaboration

15 Oct 2026. Brand-issued release via PR Newswire; historical product and launch details are brand statements.

[5] Paris Baguette | Paran Label promotion

Official Korean promotion dated 30 Sep-31 Dec 2026. Carryover into October.

[6] Paris Baguette | Buckwheat red-bean bun

Official Korean product description and nutrition. Values refer to the complete 85 g bun.

[7] 85°C | 60 cm egg tart

16 Oct announcement; 19 Oct availability. TVBS story reproduced on the brand website, photos credited to 85°C.

[8] SIAL | 2026 category innovations

Published 7 Oct, updated 20 Oct 2026. Organiser account; awards and launch plans, not sales results.

[9] Le Journal des Pâtissiers | No.531

11 Sep 2026. Rémi Héluin, “Snacking : le sucré sort de table”, pp.44-45; supplied pages. Photo: Gioya. Background, not October launch evidence.

[SOURCES / 2 OF 2]

Read further

Click a source title to open it. Research checked 3 November 2026. Product availability and promotions can change.

[10] Whole Foods Market | 2027 predictions

Eight-theme retailer forecast; public product photographs. Forecasts do not establish Asian consumer demand.

[11] Whole Foods | Forecast announcement

14 Oct 2026. Explains the retailer Trends Council and its observational approach.

[12] So Good | Tristan Rousselot Yule log

October 2026 recipe feature; listed 28 Oct in the publication archive. Chef at Prova Gourmet; supplier-linked craft inspiration.

[13] SIAL Paris | Event programme

17-21 Oct 2026, Paris Nord Villepinte. Includes SIAL Bakery and StrEat Lab. Programme descriptions, not attendance results.

[14] EquipHotel | Practical information

2-5 Nov 2026; Paris Expo Porte de Versailles. Official organiser information.

[15] Seoul International Cafe Show | Overview

11-14 Nov 2026; COEX, Seoul. Official organiser information.

[16] Singapore café round-up | DanielFoodDiary

1 Oct 2026. Fieldnotes and HONE examples are reported menu/format observations; publication date is not their opening date.

[17] Orion Vietnam | Mini Me Insights

10 Oct 2026. C'est BON! garlic-butter baguette packaging refresh; not a newly invented product.

[18] Standard Bread | Over Here Manila

October 2026 opening preview: announced 28 Oct at SM Megamall. Included as an expansion lead, not independently confirmed trading.

Image & evidence notes

Photos retain the source credits shown on each page. Selected Facebook/LinkedIn posts required sign-in, so public publisher/brand images are used instead of social captures. No social-engagement or sales ranking is claimed.